FILMOGRAMS

Where Reformers Err.

REFORMERS are waging a losing ulous they were in their modest warfare against the "vamp." base neckline, the form concealing ds of their frocks derisively they inlied with all the mandates that most exacting reformer of today in the pictures—that is, when the

with earning to easy of the same that in the pictures—that is, when the stars can't ery to order.

They conquered with the same weapons that are used by the modern beauty of today—the eyes. All these tenturies the eyes have played a tree centuries the eyes have played a tree. They conquered with the same weapons that are used by the modern beauty of today—the eyes. All these tenturies the eyes have played a tree. They conquered with the same weapons that are used by the modern beauty of today—the eyes. All these tenturies the eyes have played a tree. They conquered with the same weapons that are used by the modern beauty of today—the eyes. All these tenturies the eyes have played a tree. They conquered with the same weapons that are used by the modern beauty of today—the eyes. All these tenturies the eyes have played a tree tenturies the eyes have played a tree. They conquered with the same weapons that are used by the modern beauty of today—the eyes. All these tenturies the eyes have played a tree. They conquered with the same weapons that are used by the modern beauty of today—the eyes. All these tenturies the eyes have played a tree. They conquered with the same weapons that are used by the modern beauty of today—the eyes. All these tenturies the eyes have played a tree. The weapons that are used by the modern beauty of today—the eyes. All these tenturies the eyes have played a tree. They conquered with the same that they appear and they are used by the modern beauty of today—the eyes. All these tenturies the eyes have played a tree. They conquered with the same that they appear in the plotures—that is, when the stars can't ery to order. They conquered with the same that the modern beauty of today—the eyes. All these tenturies the eyes have played a tree. They conquered with the modern beauty of today—the eyes. All these tenturies the eyes have played a tree. They conquered with the same that the modern beauty of today—the eyes. All these tenturies the eyes have played a tree. They conquered with the modern

Gossip.

"GLIMPSES OF THE MOON" is the

Glyn. Have you read "The Age of In-

down the main street in devastating droves.

"Consider for a moment the famous enchantresses of history; how metically illiterate."

Testimony.

The wooman so was a languaged upon his remarkable was a languaged in stock. One of he languaged in stock. One of here he possent possent in the posse

Words of Wisdom.

14 THINK that the easy, convenient conditions of modern life have disguised the true relation of the sexes, in the eyes of many women; asys Betty Compson, the Paramount atar.

14 I am not going to spring the old bromide about "woman's place better clock has been turned about "woman's place better clock has been turned when wow ants it but I would look upon the entrance of any large proportion of our women into political competition with men as an untavorable. "It is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that marriage is a career, just like law, medicine or it is my belief that ma

Home and Mother.

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While is producing the Metro-SL Spectured a notable list of screen players to appear in the film vertice and many for the peims down role. In the film vertice and many for the peims down role. In the film vertice and many for the peims down role. In the film vertice and many for the peims down role. In the film vertice and many for the peims down role. In the film vertice and many for the peims down role. In the film vertice and many for the peims down role. In the film vertice and many for the peims down role. In the film vertice and many fight.

VACATIONING in New York city upon the completion of her latest abould-not only be the foundation for her venture into the business or prospect that the magazine and news about talk to magazine and news a short talk to magazine and news a short talk to magazine and news a short talk to magazine and news and inspiration. A span may possibly of the foundation for the restless girl in the earliery to do the sea," an istake. A gard an otable list of screen players to appear in the film vertice and many of the peims down. The film vertice and many of the peims down role. In the film vertice of the peims down. The film vertice and many of the peims down. The film vertice and many of the peims down. The film vertice and many of the peims down. The film vertice and many of the peims down. The film vertice and many of the peims down. The film vertice and many of the peims down. The film vertice and many of the peims down. The film vertice and many of the peims down. The film vertice and many of the peims down. The film vertice and many of the peims down. The film vertice and many of the peims down. The film vertice and many of the peims down. The film vertice and many of the peims down. The film vertice and many of the peims down. The film vertice and many of the peims down. The film vertice and many of the peims down in the film vertice and many of the peims down. The film vertice and many of the peims down in the film vertice and many of th

Golden Assurances.

BLONDES or brunettes? Which is the ideal type of beautiful womanhood? Which is the more attractive, the more appealing to men, the more beautiful?

"It will be generally found," says Rodolph Valentino, who is said to rank with the authorities, "that the blonde type of woman is more even tempered, of a quieter and more placid disposition. The brunette, on the other hand, described as a class, is more excitable, more pointed in temperament, perhaps quicker to respond to an emotion. They might also be said to be slightly more eccentric in their tastes and desires.

"Both types can be highly artistic, but the brunette can be more of an qualities and tastes which she possesses which are in common with those of the man, the natural under the property of the proposite."

"It will be generally found," says rate all go-thing to be clean and wholesome, states be done that factors which have the final weight in the attraction of the structure and so its my wife. The color of her hair and eyes, however, was neither the remote nor the immediate cause of my affection for her.

"In a case of love or affection between man or woman, it is the woman herself which influences man—her personality, her character, her appealing qualities and tastes which she possesses which are in common with those of the man, the natural under the color of the man and tastes which she possesses which are in common with those of the man, the natural under the class. This again filustrates the function or the brunette class. This again filustrates the function. The pull generally of their real point or the color of the factors which have altraction because of the man and wholesome, states he does not agree with managers who he does n you."
"That's all right," replied the star,
"but I didn't care much for his company during the night. He might
have taken a notion to do something
not entirely comforting while he was
waiting for the sun to come up." Makes Beauty More So TO make famous screen beauties even more beautifullis the task assigned a Chicago chemist. watterson R. Rothacker has de-tailed this member of his technical stan to do research work in the direc-tion tof the individuality of color. Many women know that their charms

FASHION CREATIONS OF THE STAGE.



Mins Ruth Hoffman's frock of black beaded crepe, worn in "Cappy Ricks."

contract with the Goldwyn company.

Ruth Rolands new serial is called a continuous state of meritance of the continuous state of meritance in the content in the c

George Sidney is preparing for his across the continent tour in "Welcome Stranger," which will be made under the direction of Sam H. Harris. Florens Ziegfeld, jr., announces he

Mumford, in which Josephine Drake is to be featured, and announced as "Momma's Profession," has been changed to "Deliver the Goods."

Charles Ruggles is featured in "Lonely Wives," which A. H. Woods opening there August 28.

closed her long engagement in New York last night and will open in Chi-cago in the same play, August 27.

Lee Shubert last week arranged with Louis Evan Shipman to present the latter's newest play, "Fools Errant," a week from tomorrow night in New York."

Henry Barren, who produced "The Rubicon" last season, announces five productions for the coming theatrical season. These will be "My Man." by Andre Picard, author of "Kiki," with a cast of forty; Maurice Donnay's: "Amants," to be presented in October; an American play, "Spirit," by S. Jasper Null, to be produced in November; "Le Passes," by Georges de Porto-Richie, and "Come le Foglie," an Italian play by G. Glasosa, to be produced around the holidays.

Ed Wynn will begin his season in "The Perfect Fool" at the Illinois Theater, in Chicago, August 27.

Brock Pemberton will make his first production of the season in New York September 4, when he will offer a comedy adapted by Thomas Beer from the Italian of Luigi Barsini and Arnaldo Fraccaroll. The play bears the tentative title of 'The Unexpected.' The company will include Edwin Nicander. Remy Carpen and Dallas Welford.

Florens Ziegfeld, jr., announces he will present Billie Burke in a new comedy early this fall, and also that he will have a new musical comedy, written, by Ring Lardner and Gene Buck, ready for Broadway soon after the winter season begins. "Sally" will run indefinitely in Boston and the "Follies" will remain in New York until late in the winter. A new playie to be prepared, in which Er. Ziegfeld will star Mary Eaton, and a new Fannie Brice play, by Rita Yough and Jerome Kern, is being written at this time.

Wally Is Now Famous.

will. In fact, one to the will be seen for the wally was on location for "The Ghost Breaker," and was sleeping in a single camp tent. He awoke during the middle of the night to see a ratitler just inside the tent and, as he declares, looking him squarely in the eye. Just before retiring he had surrounded the tent with a long, hemp rope to keep reptile intruders out.

Afraid to move, lest he excite the snake into a etrike, he called to the tent next to his, and one of the party came in and shot the reptile.

Next morning an old-timer about camp offered this encouraging suggestion:

"You should have gone to sleep again, and when the sun came up the snake would have gone away and left you."

be mentioned among the running and trotting events. There used to be the harkness Stakes at the Sheepshead Bay speedway, near New York, and Bay speedway, near New York, and These names are usually associated with some well known event or locality or person and are often historic. In casting about for a mame for a new relay automobile race staged receiving at the Tadama's Wash, speedway the officials of the course took advantage of the advertising value of a local sensation, something that every one was talking about. They chose as the name for their relay event, "Across the Continent," a Paramount picture of automobile racing, in which Wallace Reid is stamed. This was only the starting point. They billed the contest as the "feature of the starting point. They billed the contest as the "feature of all is a most dark of the starting point. They billed the contest as the "feature of all is a most dark of the contest as the "feature and is well qualified to take the lead in sacing pable driver and is well qualified to mandles a car under high speed."

Has Two Griffith Stars. A NOTHER, memper of the cele-brated Griffith trimuvirate has joined Inspiration Pictures, which an-"Manslaughter" two huge Bengal ti-ANOTHER . member of the . celenounces that Dorothy Gish will play | gers were chained at either side of

opposite Richard Barthelmess in his an enormous flight of steps at the fifth starring vehicle. "Fury."

Mr. Barthelmess and the two Gish sisters, Lillian and Dorothy, were the trio who achieved fame under the Griffith banner.

This will be Dorothy Gish's first appositing a breath of air between scenes.

FAMOUS races, both horse and automedite. Start the program, and the list of contestants is headed by the famous Barney Oldfield, who is to drive this "399," his original racing machine. The handleaps of the contestants are to be based upon time trials to be

Saved the Steps.

getting a breath of all between scenes by strolling on the parapet.

"Them there steps ought to las' a long time," the colored gentleman was

heard to remark to his companion. "Wry so" inquired the other. "Why," replied the colored man, "jes so long as they have them two cats chained there nobody ain's goin'

In a contest to name the twelve greatest American women Mrs. W. Flugel of Boston was awarded a prize. Her list follows: Helen Keller, Mrs. Finley J. Shepard, Mary Pickford, Mrs. Cartroduced.

William de Mille is one of those directors who prefer to do everything possible within the studio. He even staged a thunderstorm with pouring rain and lightning for "Nice People." rie Chapman Catt, Anne H. Meyer, Ida M. Tarbell, Mme. Shumann-Heink, Adelaide Johnson, Gene Stratten Porter,

Elisabeth C. Ware, Jane Addams and

Harry M. Crandall, owner of the Crandall theaters and First National franchise in Washington, left yesterday for a brief outing at Atlantic City, accompanied by Mrs. Crandall and their three daughters, the Misses Mildred, Oiga and Dorothy Crandall, and by John J. Payette, assistant general manager of the Crandall enterprises. "There have been practically no changes from the original," says Fred Niblo, director of the screen version of "Blood and Sand," the Ibanez novel. "Miss June Mathis has translated faithfully to screen terms the color and verve which are so characteristic of all Ibanez stories."

and by John J. Payette, assistant general manager of the Crandall enterprises.

Changes in personnel that became effective August 1, it is thought, have greatly strengthened the solo and ensemble power of the orchestra of fairty at Crandall's Metropolitan.

Terry Turner, publicity director of the Loew'chair of theaters, was the guest of Manager Lawrence Beatus of Loew's Washington theaters the past week. Mr. Turner's trip to Washington was in connection with the presentation of "Forget-Me-Not," the new Metro production.

Terry Turner's publicity director of the Loew's Washington theaters the past week. Mr. Turner's trip to Washington was in connection with the presentation of "Forget-Me-Not," the new Metro production.

Birector Thomas J. Gannon of the Palace orchessa has recently made certain changes in the personnel and the distribution of the Palace orchestra which, it is announced, has added materially to the effectiveness and the orchestral power of the organization.

Georga Arliss' new picture for United

"Because of my training," William de Mille is quoted as saying, "I prefer the dramatic to the narrative form of photoplay. I find better materially to the effectiveness and the orchestral power of the organization.

George Arliss' new picture for United Artists is founded on the powerful story "The Man Who Played God." The rights Max Linder's feature comedy, "The Three Must-Get-Theres," a burlesque of Douglas Fairbanks' "The Three Musketeers," is said to closely fol-low the screen story of the Fair-banks film. It is said that Charles Chaplin had the same hunch for bur-lesquing the Fairbanks pieces burfor dramatic form were acquired by Mr. Ariles from Otis Skinner. The dramatisation is by Jules Eckert Goodlesquing the Fairbanks picture, but went to Europe and had to forego the pleasure.

A studio report has it that Douglas Fairbanks wants to keep at things on the magnitude of "Robin Hood," and that he will produce "The Virginian." the film rights to which he controls, with a player other than himself in the principal role. If so, he will make the picture this fall. Much curiosity has been excited as to whom Fairbanks will cast as the hero of Owen Wister's story. "Pageantry In India" is first Urban
Popular Classic released by Vitagraph. In this one-reel production the
spectator is taken behind the scenes
during the preparations for one of the
great durbars for which India is famous and sees the elephants being
groomed and decked for the grand
procession. In little intimate glimpses
which the average visitor to Bombay
or Delhi would never be permitted to
see. Rodolph Valentino is usually photographed in scenes smoking a cigarette—that is, when he is smoking. This, it is said, is because he finds relaxation in a short, quick smoke during the nervous tension of acting. His real solace, however, is a pipe, and, of course, he has a collection of briars, mixes his own smoking tobacco and likes to spend his evenings smoking and reading. Julian Eltinge also is fond of the pipe.

Out of the chorus—into Hollywood!
Jacqueline Logan, Shannon Day,
Nita Naidi, Billie Dove, Betty Francisco—all, it is said, got their early
training either in Ziegfield's Follies,
the Winter Garden or other New York
shows.

Screen patrons of Penrhyn Stanlaws production, "Pink Gods." will be afforded a glimpse of one of the famous diamond-cutting factories in Amsterdam, Holland. It is the Van Dam plant, visited annually by thousands of American tourists. Said Walter Hiers recently: "I saw a Slamese girl, a Hawaiian dancer, several Chinese bables, some Filipino boys and Japanese as well as Chinese—all working in one picture, and that, strange to say, was 'The Old Homestead,' a Paramount version of the old drama. I couldn't understand how that could be until the director. James Cruze, explained that in the In a banquet scene in the court of King James I, which is a part of the new Paramount picture, "To Have and to Hold," several historical personages have been reproduced, among them William Shakespeare, Ben Johnson and the Duke of Buckingham. James Cruze, explained that in the wanderings of Reuben he gets to the orient, where he encounters these

The unlimited dramatic possibilities of motion pictures, it is declared, will be illustrated in "The Old Homestead," released by Paramount in the plays as presented by Denman Thompson, spoken reference B. P. Schulberg.

in man," the first of the series of Tommer and New Hork with the gown was of leghorn straw, but the gown with the gown was of leghorn straw, but the gown with the players as presented by Derminan Thompson, gown reference only out of the man. Thompson, spoken reference only out of the gown the players as presented by Derminan Thompson, spoken reference only out of the gown which destroyed the village of Gansey. In the player a trio of the film writers for the sories is well as the players of the with a spectauriar realism that is declared to surpass anything of the kind ever attempted.

At times it is said to be hard to get distor of Famous Playe

ATTENDANCE records were broken. TTENDANCE records were broken.
it is said, and remarkable enthuism was displayed by the critics in slasm was displayed by the critics in

slasm was displayed by the critics in
Los Angeles Sunday, July 29, when
"Blood and Sand." the much-discussed
Paramount picture, was given a prerelease showing.

It is the first big production with
Rodolph Valentino as a Paramount
star, and the combination of his
marked personality with the famous
story has had the curiosity of motion
picture fans excited ever since the
announcement was made that the picture was to be produced. Its first
showing took the California city by
the storm. There was a line of people,
it is reported, more than a block long
from the entrance of the Rialto Theatterifrom 11-0'clock in the morning
until 10 o'clock at night.

Incre, wired Jesse L. Lasky to Adolph
Zukor, president of the Famous Players-Lasky Corporation.

The Los Angeles Express went so
far as to say: "It is a niche in the
hallway of artistic creation." The
Record. similarly enthusiastic, said:
"It is the best picture Paramount has
ever produced." "At last a great
masterpiece" is the way in which the
Los Angeles Times criticism began,
and the Examiner called it "Valentinos new film triumph—a shining
stream of sunlight cleaving the
murky haze of the summer's films.
The book was better than the play,
but the film is infinitely superior to
the flow is infinitely superior to
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Goldwyn Desires Big Things.

the world are constantly asking what kind of stories producers want.

what kind of stories producers, want. To answer this question, so far as the Goldwyn company, is concerned, Paul Bern, scenario editor, has written the following:

"We are in the market—as a matter of fact, we stee particularly anxious—to secure some stories. It is yery hard, however, to specify just exactly what the requirements are, because it is almost impossible to make the demands specific without calling for a particular story or type of story, and thus immediately conventionalising the whole subject by limiting it to a hackneyed style.

"We do want great big stories, but what this bigness consists of must be left largely to the inventiveness of the author.

"A so-called 'society background' is invaluable in making a picture commercially acceptable. The use of fundamental human relationships, resulting in terrific dramatic clashes, is definitely desirable when it does not lead to heaviness or morbidity. A comedy drama or other story ending in a great spectacular climax interests us.

"As a matter of fact, almost any story which has at least one smashing sequence offers enough to intrigue our interest.

"To sum up, we want great big stories, but what this big stories is a story what the author.

"A so-called 'society background' is invaluable in making a picture commercially acceptable. The use of fundamental human relationships. It is available in making a picture commercially acceptable. The use of fundamental human relationships. It is a society background' is invaluable in making a picture commercia

"Magazinist's" Resolve 17th Century Marriage I ARRY, EVANS, novelist, and "mag-

Money, Money," written directly for the screen has just been produced by Preferred Pictures, with Katherine Mac-Donald in the star role, in all excited over his initial adventure in motion pic-Prior to reading Hope Loring's con-tinuity for "Money, Money, Money,

Mr. Evans had rather vague ideas as to what a continuity really was. He knew it had something to do with fashioning story for screen purposes, but his knowledge as to how a continuity is

Pictures, has just received a letter from Mr. Evans in which he declares he is going to try something new in magazine fiction—that his next story will be submitted to editors in continuity form. He ventures the belief that his readers will wiscome this change in the mechanical appearance of a story.

As regards the literary value of a work, he expresses the opinion that an author can get even better results if he writes his story in "picture form" than he can with the aid of a fock of adjectival embellishments which are of value chasity to wheeld important aims of income out of publishers and editors where the writer is paid so much a word for his product.

Mr. Evans will no doubt be regarded as a literary bolshevik by his fellow "magazinista"

Bureau.

A MATRIMONIAL bureau of 1620 is said to be one of the interesting features of "To Have and to Hold." the new Paramount picture George Fitzmaurice has just made with Betty Compson. Bert Lytell and Theodore Kosloff featured.

Fitzmaurice in it is duplicating the famous historical incident where 100 buxom English lassies were recruited in London for shipment to eager but unknown swains in Jamestown, Va... "sight unseen."
The film version of Mary Johnston's

knowledge as to how a continuity is constructed was about as limited as is that of the average person.

B. P. Schulberg: president of Preferred Electures, has just received a letter from Ent. Evans in which he declares he is going to try something new in magasine fiction—that his next story will be submitted to editors in continuity form. He ventures the belief that his readers of a similar institution in the seventeenth century.

MOUNT VERNON AND

contric in their tastes and desires.

"Both types can be highly artistic, but the brunette can be more of an

These of the Seal, Anites Swart gave a short talk to magazine and newspaper writers on the dangers that he settle the realises girl who fares forth and the seal of the seal o

Blondes and Brunettes.

also be said to be slightly more elementric in their tastes and desires.

"Both types can be slightly artistle, but the brunette can be more of an extremist, emotionally.

"Let us consider the tragediennes of stage and screen. Are they not mostly brunettes? What do we find among our blonde actresses? Generally they seem to run more or less to file light type of drama or light comedy. This outward expression of their inner selves, for it soil by reason of their natural tendencies that they are best fitted for most of their natural tendencies that they are best fitted for may denote that they are best fitted for her or maturally artistle, they are best fitted for may denote the fitted for may do not hat, their chairms and tastes which are in common with those of the man, the natural undership of they will be the most beautiful size of the man and the two Gish fitts and the two Gish fitts and the stage of they will be for they from the highest voltage when saft and the he highest voltage when saft in the highest voltage in the highest voltage and fit in the highest voltage and the two Gish fith starting which really be for the provide and for high provide and stage when the high provide and stage which are incoming the hides of the provide and stage which are incom

Marjorie Rambeau, in "The Goldfish

George M. Cohan's first New York production of the season will be a comedy entitled. "So This Is London," by Arthur Goodrich.

The title of the new play, by Nina Wilcox Putnam and Ethel Watts Mumford, in which Josephine Drake is to be featured, and announced as "Mommas". Profession," has been